

17-06.00

A

JC917 U.S. PTO  
09/705411  
11/03/00

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE PRIMARY EXAMINER

Inventor: Michael Nowak )  
Title: MULTIPURPOSE ADVERTISING DEVICE ) Group Art Unit:  
Serial Number: New Application ) Unknown  
Filing Date: New Application ) Examiner: Unknown  
Attorney's Docket Number: Y2K.0090 )

Honorable Commissioner of Patents and Trademarks  
Washington, D. C. 20231

Dear Sir:

PATENT APPLICATION TRANSMITTAL LETTER

Transmitted herewith for filing is the patent application  
of Michael Nowak for MULTIPURPOSE ADVERTISING DEVICE.

Enclosed are 2 sheets of drawings with 5 figures; 1  
abstract page; 7 pages of specification; and 12 claims on 4  
pages.


CLAIMS AS FILED

FOR	NUMBER FILED	NUMBER EXTRA	RATE
Total Claims	12 - 20 = 0	X \$9.00	00.00
Independent Claims	2 - 3 = 0	X \$39.00	00.00
Basic Fee			<u>\$ 355.00</u>
<b>Total Filing Fee:</b>			<b>\$ 355.00</b>

A check in the amount of \$355.00 is enclosed to cover the  
filing fee. An appropriate verification that applicant is an  
independent inventor entitled to this reduced fee is enclosed.

[illegible]

er in the allowance of this application.



Mathew R. P. Perrone, Jr.

Mathew R. P. Perrone, Jr.  
Attorney for Applicant  
210 South Main Street  
Algonquin, Illinois 60102  
Telephone Number 847-658-5140  
Registration Number 22,951  
**Date of Express Mailing: November 3, 2000**

IN THE UNITED STATES AND TRADEMARK OFFICE  
BEFORE THE PRIMARY EXAMINER

Inventor: Michael Nowak )  
 )  
Title: MULTIPURPOSE ADVERTISING DEVICE ) Group Art Unit:  
 ) Unknown  
Serial Number: New Application )  
 ) Examiner: Unknown  
Filing Date: New Application )  
 )  
Attorney's Docket Number: Y2K.0090 )

Box Patent Application  
Assistant Commissioner for Patents  
Washington, D.C. 20231

Dear Sir:

**VERIFIED STATEMENT (DECLARATION) CLAIMING SMALL ENTITY  
STATUS (37 CFR 1.9 (f) AND 1.27 (b) - INDEPENDENT INVENTOR**

As a below named inventor, I hereby declare that I qualify as an independent inventor as defined in 37 CFR 1.9(c) for purposes of paying reduced fees under section 41 (a) and (b) of Title 35, United States Code, to the Patent and Trademark Office with regard to the invention entitled MULTIPURPOSE ADVERTISING DEVICE described in the above-identified application filed herewith.

I have not assigned, granted, conveyed or licensed and am under no obligation under contract or law to assign, grant, convey or license, any rights in the invention to any person who could not be classified as an independent inventor under 37 CFR 1.9(c) if that person had made the invention, or to any concern which would not qualify as a small business concern under 37 CFR 1.9 (d) or a nonprofit organization under 37 CFR 1.9 (e). Each person, concern or organization to which I have assigned, granted, conveyed, or licensed or am under an obligation under contract or law to assign, grant, convey, or license any rights in the invention is listed as (NONE).

I acknowledge the duty to file, in this application or patent, notification of any change in status resulting in loss of entitlement to small entity status prior to paying, or at the time of paying, the earliest of the issue fee or any maintenance fee due after the date on which status as a small entity is no longer appropriate (37 CFR 1.28(b)).

I hereby declare that all statements made herein of my

own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application, any patent issuing thereon, or any patent to which this verified statement is directed.



INVENTOR -- Michael Nowak

Dated: NOVEMBER 3-2000

Mathew R. P. Perrone, Jr.  
Attorney for Michael Nowak  
210 South Main Street  
Algonquin, Illinois 60102  
Telephone Number: 847/658-5140  
Registration Number: 22,951

Date of Express Mailing: 11/3/2000

## MULTIPURPOSE ADVERTISING DEVICE

This invention relates to an advertising device, and more particularly to an advertising device capable of publicizing a business, especially a business related to a vehicle, by mounting the same on a vehicle.

### BACKGROUND OF THE INVENTION

As is well known, a vehicle dealer likes to advertise. This is done by putting the dealership name on a vehicle in some fashion. The dealer hopes that new customers can be developed by seeing the name on the vehicle. Typical manners of so doing include putting a dealer name plaque on the vehicle itself or putting the dealership name on a frame mounted around a license plate.

With the dealer plaque on the vehicle itself, problems can arise. That dealer may not sell the vehicle. Whatever dealer does sell the vehicle cannot possibly appreciate having another dealer's name on the vehicle being sold. Such a plaque must be removed and replaced with one from the selling dealer. This procedure complicates the selling of a vehicle.

Two problems with the frame around a license plate are that the frame lacks durability and has a limited function, especially with regard to advertising. The limited function advertising is due to the small space available therefore.

The frame around a license plate, for example, can only be used with a license plate. This frame cannot be used

without the plate. Thus, if a dealership desires to use the same, it must store the frames and attach them to the vehicle as the vehicle sells.

5 It is desired to minimize the problems associated with this storage of the frames. If a way can be found to store the frames efficiently and have a flexible use of the frames while at the same time providing the additional advertising or additional use of the frames, great advantages are obtained.

10 One item providing many functions for a vehicle dealer offers many advantages. However, it is difficult to provide this multi functioned item and keep the cost reasonable and the device simple, while granting these advantages. Any efforts in this area can be greatly appreciated by an auto dealer or a similar business.

15 SUMMARY OF THE INVENTION

Among the many objectives of this invention is the provision of an adaptable advertising sheet having the shape of a license plate.

20 A further objective of this invention is the provision an adaptable advertising plate capable of fitting with a variety of license plates.

Yet a further objective of this invention is the provision of an adaptable advertising sheet capable of being easily stored.

25 A still further objective of this invention is the

provision of an adaptable advertising sheet capable of being efficiently used.

Another objective of this invention is the provision of an adaptable advertising sheet having an adjustable advertising area.

These and other objectives of the invention (which other objectives become clear by consideration of the specification, claims and drawings as a whole) are met by providing an advertising device capable of publicizing a business, especially a business related to a vehicle, by mounting the advertising device on a vehicle with or without framing a license plate.

#### BRIEF DESCRIPTION OF THE DRAWINGS

Figure 1 depicts a front plan view of advertising device 100 of this invention showing a first embodiment 120.

Figure 2 depicts an exploded view of Figure 1.

Figure 3 depicts a front plan view of advertising device 100 of this invention showing a second embodiment 140.

Figure 4 depicts an exploded view of Figure 3.

Figure 5 depicts a front plan view of advertising device 100 of this invention showing still another and a third embodiment 150.

Throughout the figures of the drawings, where the same part appears in more than one figure of the drawings, the same number is applied thereto.

## DESCRIPTION OF THE PREFERRED EMBODIMENTS

5 This invention relates to an advertising device in the form of a generally rectangular plate. Around the plate is a frame. Within the frame, thereby completing the plate, is a center section adapted to be punched out or removed from the frame as desired. The frame contains the necessary apertures for securing the device to a vehicle with or without a center portion.

10 The center portion is removably secured therein by cutting or other mechanisms. When the center portion is cut out or otherwise removed, the appropriate parts of the license plate can be seen through the frame. For example, some states have a requirement that the lower center portion of the plate be viewed in order for an add on tag to be adhesively secured to the plate, while avoiding the changing of the plate. Another plate requires that the upper right or left hand corner thereof be viewed in order to reveal the tags that belong there, depending on the style of tag or plate as used.

15 20 With this in mind, the center portion can be cut or adapted to be removed as required. Thus, if the upper corners are needed, the inner portion can be cut to expose that area. Because the sheet is flat, the entire sheet may be used to advertise the dealership. The center portion can contain advertising, which is usable for advertising until a license plate must be attached to the vehicle.



5 The sheet is applied to a vehicle thereby affixing a  
dealer's name to the vehicle in a simplified fashion. When  
it comes time to sell the vehicle and put license plates on  
it, it becomes a simple matter to punch out the center portion  
and secure the frame around the plate. Not only does the  
center portion of the device have advertising for the dealer,  
but the outside frame does too. Thus, with the device secured  
to the vehicle, the storage problem for license plate frames  
is avoided. Not only is advertising placed on a vehicle with  
this device, but this device is kept directly with the vehicle  
until the vehicle is sold and a license plate has to be more  
securely attached thereto than the device of this invention.  
The device may then be modified to support the plate.

10  
15 In a preferred form the device may have one short tab on  
each of the four sides of device. Tabs may be added or  
reduced as desired depending on the structure desired. If a  
harder separation of the center from the frame is desired, the  
slits are shorter and the tabs are more numerous. However,  
the harder separation be desired in order to have a sturdier  
device. Such determinations can easily be determined, by  
considering this application as a whole.

20 Referring now to Figure 1 and Figure 2, the first  
embodiment 120 of advertising device 100 has low tag plate  
frame 122 with low tag plate 124 removably secured therein.  
25 Low tag plate 124 is partially separated from low tag plate

frame 122 by long slits 126. Separating one of long slits 126 from another of long slits 126 by short tabs 130. Breaking or cutting of short tabs 130, separates low tag plate 124 from frame 122 and leaves each frame apertures 134 free to receive a fastener (not shown) secure frame 122 around a license plate (not shown). Low tag area 136 permits a license plate to receive the appropriate sticker (not shown) and be visible.

Referring now to Figure 3 and Figure 4, the second embodiment 140 of advertising device 100 has upper tag plate frame 142 with upper tag plate 144 removably secured therein. Upper tag plate 144 is partially separated from upper tag plate frame 142 by long separations 146. Separating one of long separations 146 from another of long separations 146 by short tabs 130. Breaking or cutting of short tabs 130, separates upper tag plate 144 from upper tag frame 142 and leaves frame apertures 134 free to secure frame 142 around a license plate for a vehicle. This upper tag frame 142 permits the appropriate sticker to be displayed in a corner of a license plate if required.

Referring now to Figure 5, a third embodiment 150 depicts still another front plan view of advertising device 100. Third embodiment combines elements of Figure 1 and Figure 3. With dual frame 152 and dual purpose plate 154 having upper flap 160, upper corners of dual frame 152 provide for corner tags due to the shape of dual tag plate. With lower flap 156,

low tag area 136 is also provided therein.

Upper tag plate 144, dual purpose plate 154, and lower tag plate 124 can be modified as desired depending on the type of license plate and where the yearly sticker for the license plate must be seen. Long separations 146 or long slits 126 are cut, molded, or otherwise formed in advertising device 100. Advertising device 100 is preferably formed from a flexible, durable, break-resistant plastic.

This application -- taken as a whole with the abstract, specification, claims, and drawings being combined -- provides sufficient information for a person having ordinary skill in the art to practice the invention as disclosed and claimed herein. Any measures necessary to practice this invention are well within the skill of a person having ordinary skill in this art after that person has made a careful study of this disclosure.

Because of this disclosure and solely because of this disclosure, modification of this method and device can become clear to a person having ordinary skill in this particular art. Such modifications are clearly covered by this disclosure.

What is claimed and sought to be protected by Letters Patent of the United States is:

C L A I M S

1. An advertising device adapted for mounting on a vehicle comprising:

(a) the advertising device including a frame and a center section;

5 (b) the advertising device being adapted for securing to a license plate area of a vehicle;

(c) the frame being securable to the vehicle;

(d) the frame and the center section being adapted to have advertising thereon; and

(e) the frame being separable from the center section.

2. The advertising device of Claim 1 further comprising:

(a) the frame having at least one slit separating the center portion from the frame;

(b) the frame having at least one tab connecting the center portion to the frame;

(c) the at least one tab being adapted for severing the center portion from the frame;

(d) the at least one slit and the having at least one tab providing a shape for the center portion relative to the frame.

3. The advertising device of Claim 2 further comprising:

(a) the frame separating from the center portion by severing all members of the class consisting of the at least one tab; and

(b) the frame including at least one aperture for securing the advertising device to the vehicle.

4. The advertising device of Claim 3 having a generally rectangular shape.

5. The advertising device of Claim 2 further comprising:

(a) the frame separating from the center portion by severing all members of the class consisting of the at least one tab; and

(b) the frame including at least one aperture for securing the frame to the vehicle.

6. The advertising device of Claim 5 having a generally rectangular shape.

7. In a vehicle having at least one advertisement thereon, the improvement comprising an advertising device adapted for mounting on the vehicle, the improvement further comprising:

5 (a) the advertising device having a multiplicity of uses;

(b) the advertising device including a frame and a center section;

10 (c) the advertising device being adapted for securing to a license plate area of a vehicle;

(d) the frame being securable to the vehicle;

(e) the frame and the center section being adapted to have advertising thereon; and

(f) the frame being separable from the center section.

8. The advertising device of Claim 7 further comprising:

(a) the frame having at least one slit separating the center portion from the frame;

5 (b) the frame having at least one tab connecting the center portion to the frame;

(c) the at least one tab being adapted for severing the center portion from the frame;

10 (d) the at least one slit and the having at least one tab providing a shape for the center portion relative to the frame.

9. The vehicle of Claim 8 further comprising:

(a) the frame separating from the center portion by severing all members of the class consisting of the at least one tab; and

5 (b) the frame including at least one aperture for securing the advertising device to the vehicle.

10. The vehicle of Claim 9 having a generally rectangular shape.

11. The vehicle of Claim 8 further comprising:

(a) the frame separating from the center portion by severing all members of the class consisting of the at least one tab; and

(b) the frame including at least one aperture for securing the frame to the vehicle.

12. The vehicle of Claim 11 with the advertising device having a generally rectangular shape.

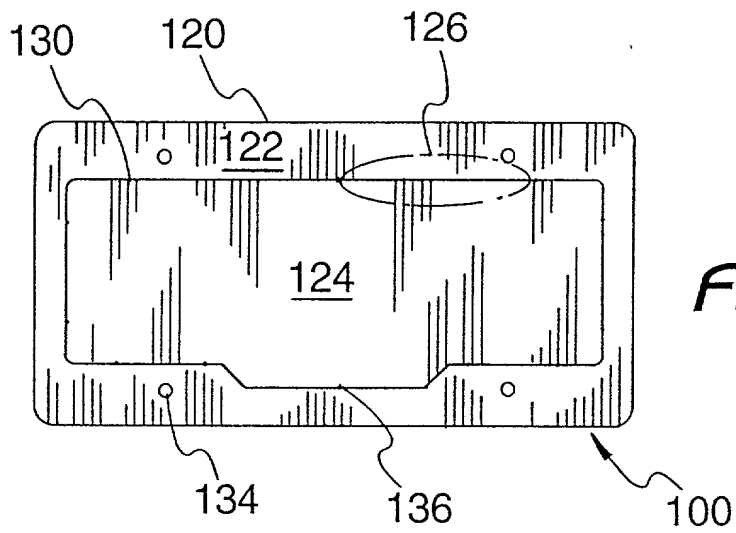
# ABSTRACT OF THE DISCLOSURE

An advertising device capable of publicizing a business, especially a business related to a vehicle, by mounting the advertising device on a vehicle, preferably in the license plate area, is secured to a vehicle with or without framing a license plate.

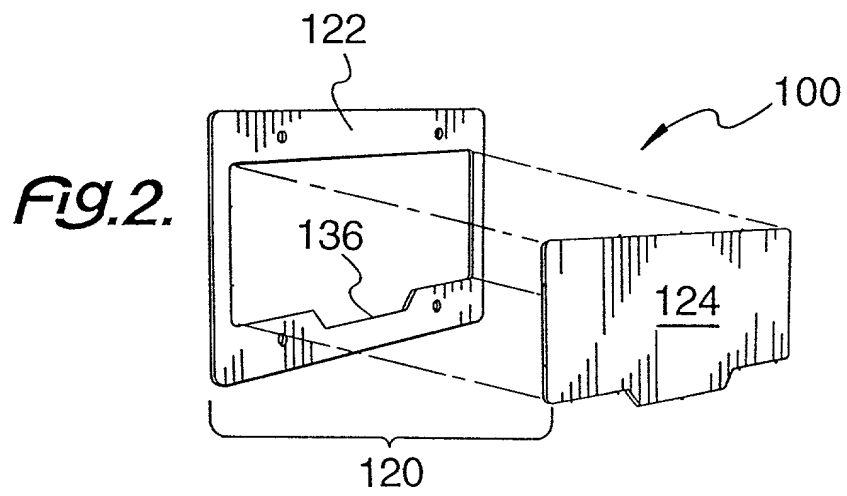
5

ABSTRACT OF THE DISCLOSURE

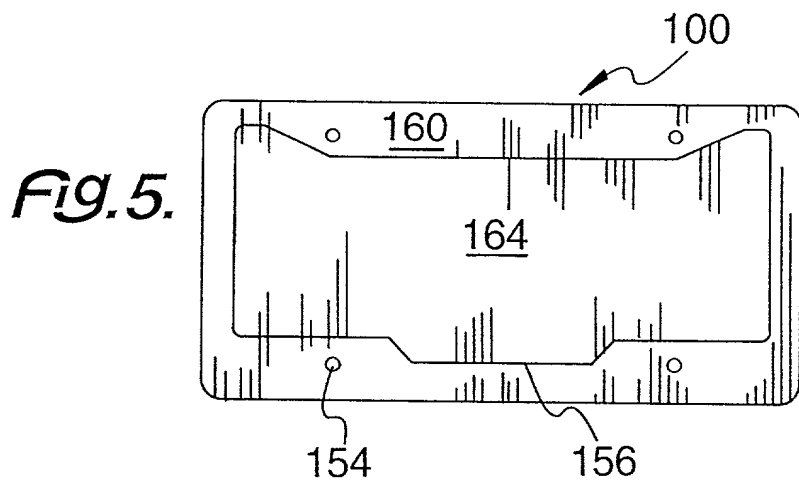
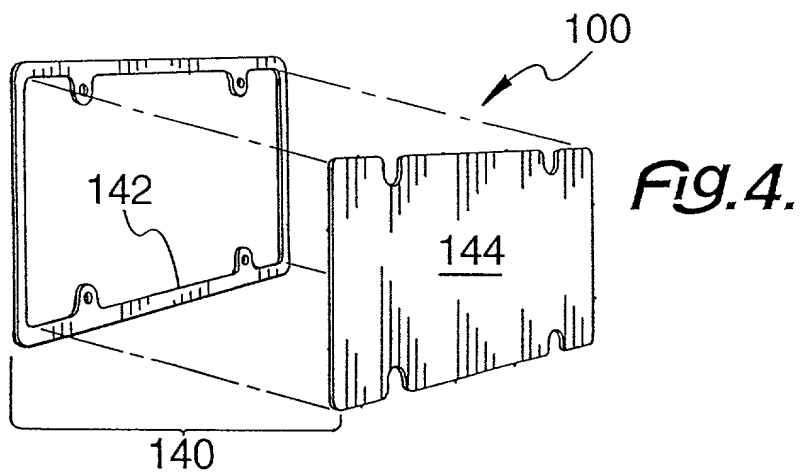
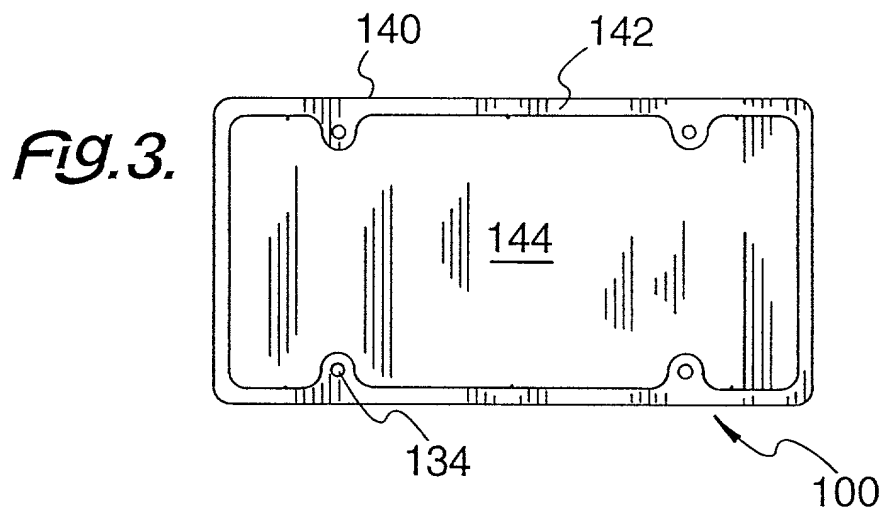




*Fig. 1.*



*Fig. 2.*



**DECLARATION and POWER OF ATTORNEY**

As a below named inventor, I hereby declare that:

My residence, post office address, and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled MULTIPURPOSE ADVERTISING DEVICE, the specification of which is attached hereto and filed herewith and has yet to be amended.

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose information which is material to the examination of this application in accordance with Title 37, Code of Federal Regulations, Section 1.56(a).

I hereby claim no foreign priority benefits under Title 35, United States Code, Section 119 of any foreign application(s) for patent or inventor's certificate.

I hereby declare that all statements made herein of my own knowledge is true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.


I hereby appoint, as my attorney, to prosecute this application and transact all business in United States Patent and Trademark Office connected therewith, a duly registered Patent Attorney having address and telephone number as follows:

Mathew R. P. Perrone, Jr.  
210 South Main Street  
Algonquin, IL 60102-2639  
Telephone Number 847-658-5140  
Registration Number 22,951

Send all correspondence to and direct all telephone calls to the said Mathew R. P. Perrone, Jr. at the indicated address

and telephone number.

Full name of inventor -- MICHAEL NOWAK

Inventor's signature: 

date: NOVEMBER 2-2000, 2000

Residence: Marengo, IL -- Citizenship: United States  
of America

Post Office Address: 809 North River Road  
Algonquin, Illinois 60102

U.S. Patent